

CLAIM AMENDMENTS

1. - 7 (Canceled)

8. (New) A cover for a tubular metal guard rail of the type having two spaced-apart, below-ground ends and a continuous, above-ground midsection connecting the two ends, the cover comprising:
a polymeric sleeve having an outer surface and an internal cavity dimensioned to fit over the guard rail, the cavity terminating in a planar bottom edge adjacent to a ground surface when the sleeve is installed.

9. (New) The cover of claim 8, wherein the outer surface includes an advertising display.

10. (New) The cover of claim 9, wherein the advertising display is a message of stenciled letters.

11. (New) The cover of claim 9, wherein the advertising display includes an electrical or electronic circuit comprising one or more lighting elements configured to display a message or image.

12. (New) The cover of claim 9, wherein the advertising display includes one or more magnetically mounted objects of a ferro-magnetic surface.

13. (New) The cover of claim 9, wherein the advertising display uses hook-and-loop materials.

14. (New) The cover of claim 9, wherein the advertising display includes a chalkboard or marker surface.

15. (New) The cover of claim 8, further including a fastener for securing the sleeve to the guard rail.